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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division 5 Washington D.C. 20250 (202) 720-4330

Letter No. 2541

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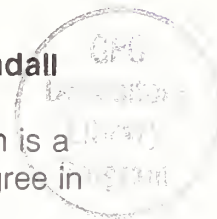
SECRETARY OF AGRICULTURE Edward Madigan told members of the American Farm Bureau Federation meeting in Kansas City that USDA is going to make a positive difference for farmers. Madigan says the defining issues for American agriculture's future are: letting farmers be farmers; exploring new ways to use farm products which will create new domestic markets as well as expanding foreign ones; reaping the potential for environmental benefits from ag; and empowering consumers with the information they need to eat smart. **Contact: Roger Runningen** (202) 720-4623.

SHINING STAR FOR EXPORTERS -- Asia is still the shining star for U.S. exporters. Asian markets continue to be hotbeds of opportunity. In 1991, five of the top ten market prospects selected by USDA's Foreign Agricultural Service were Asian countries, says **Mike Dwyer**, chief of FAS' Trade and Marketing Analysis Branch. "By the mid-1990's, if current trends continue," Dwyer says, "U.S. agricultural exports to the four Asian tigers -- Korea, Hong Kong, Singapore and Taiwan -- will eclipse exports to all 12 members of the European Community." **Contact: Lynn K. Goldsbrough** (202) 720-7938.

FEED AID IN 53 TEXAS COUNTIES -- Secretary of Agriculture **Edward Madigan** has authorized Emergency Feed Program help to eligible livestock producers suffering from flooding in 53 Texas counties. Eligible livestock producers may get up to 50 percent of the cost of feed bought to replace that which was lost due to flooding. Livestock producers seeking help should contact their county USDA Agricultural Stabilization and Conservation Service offices for details. **Contact: Robert Feist** (202) 720-6789.

FRESH CORN STANDARDS -- USDA is going to update the U.S. standards for grades of sweet corn to reflect the way the vegetable is harvested and marketed. "U.S. grades apply only to sweet corn in husks, but much corn that is now retailed is already husked, trimmed and wrapped in plastic packages," says **Daniel D. Haley**, administrator of USDA's Agricultural Marketing Service. "Two sweet corn industry groups requested updating the standards, which have not been changed since 1954." **Contact: Rebecca Unkenholz** (202) 720-8998.

NEW APPOINTMENT -- Secretary of Agriculture **Edward Madigan** has named **R. Randall Green** as deputy undersecretary of agriculture for international affairs and commodity programs. He succeeds **John B. Campbell**, who took a job in private industry. Green is a native of Gorman, Texas. He graduated from Texas A&M University in 1982 with a degree in agricultural journalism. **Contact: Roger Runningen** (202) 720-4623.



U.S.-CANADIAN FREE TRADE PACT -- The U.S.-Canadian Free Trade Agreement, which went into effect Jan. 1, 1989, will remove all tariff and some non-tariff barriers to ag trade between the two countries by Jan. 1, 1998. For agriculture, eliminating trade restraints means producers in both countries have the opportunity to be more competitive and meet the demand for ag goods. Canada is the U.S.' second largest market for ag commodities. During 1991, Canada imported \$4.4 billion worth of ag products from the U.S., up 19 percent from \$4.2 billion the previous fiscal year. The U.S. imported \$3.2 billion worth of ag products from Canada. **Contact: Fred Kessel** (202) 720-1335.

USER FEES FOR EXPORTS -- USDA will begin collecting user fees for many certification, inspection and testing services on Feb. 9. "These and previously implemented APHIS user fees will save taxpayers \$119 million annually," says **Robert B. Melland**, administrator of USDA's Animal and Plant Health Inspection Service. The fees will help USDA recover costs for several additional inspection and supervision services, including importing animals and birds; inspecting international commercial aircraft; and issuing certificates for plants and animals being exported. **Contact: Doug Hendrix** (301) 436-7253.

PET FOOD EXPORTS -- Overseas sales are making U.S. pet food exporters top dog, says **James Johnson**, with USDA's Foreign Agricultural Service. International sales are the fastest growing component of the U.S. pet food industry, USDA figures show. Beginning in 1987, U.S. pet food exports began increasing dramatically, rising 40 percent per year. Before 1990, the U.S. surpassed the EC as the world's largest exporter of pet food. U.S. exports have grown four times faster than EC exports of pet food to non-EC counties. While pet food exports have raced ahead, domestic sales growth is on a shorter leash, limited by the slow growth rate of new households in the U.S. and the limited expansion of the percentage of households with pets. **Contact: James Johnson** (202) 720-2922.

NEWSPAPERS TO FERTILIZER -- A USDA scientist is using newspapers to turn hard-packed dirt into crumbly, nutrient-rich soil. Soil Scientist **James H. Edwards**, with USDA's Agricultural Research Service in Auburn, Ala., is growing cotton, corn and soybeans on a bed of shredded newspaper and chicken litter mixed with soil. "You have an ideal environment for root growth," Edwards says. His mixture has 40 percent shredded newspaper, 50 percent soils and 10 to 15 percent chicken litter. **Contact: James H. Edwards, Jr.** (205) 844-3979.

SWINE SURVEY -- USDA has finished the first comprehensive, nationwide survey of swine health and productivity. The survey found 15 percent of live-born piglets died before weaning; 43 percent of the piglets were crushed by the sow; 78 percent of swine producers vaccinated in the farrowing house to prevent illness in sows and gilts; other frequent preventive practices included deworming, mange/lice treatment and antibiotics for adult swine; and more than 80 percent of the surveyed farms maintained at least one totally confined farrowing facility. **Contact: Alan Zagier** (301) 436-7255.

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FROM OUR RADIO SERVICE

AGRICULTURE USA #1806 -- On this edition of **Agriculture USA**, **Doug Wakefield**, along with **Gary Crawford** and **Maria Bynum**, bring you viewpoints of experts inside and outside USDA on the ag prospects for 1992. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1287 -- Food labels for kids; hidden hazards of shift work; loans for home buyers; home ownership; preventing chimney fires. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1797 -- USDA News Highlights; new price outlook; dairy price changes; gypsy moth update; global warming. (Weekly reel of news features.)

NEWS FEATURE FIVE #1503 -- Weekend warriors; "sunshine" vitamin; heat-tolerant cattle; more nutritious grains; downside of high-grain diets. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Thurs., Jan. 30, world tobacco situation; Fri., Jan. 31, ag prices, cattle on feed, world poultry situation; Mon., Feb. 3, catfish production, horticultural products review. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **DeBoria Janifer** reports on the proposed nutrition labeling changes (three parts).

ACTUALITIES -- USDA crop analyst **Jim Donald** on U.S. wheat, soybean and cotton crops; USDA meteorologist **Norton Strommen** on latest weather and crop conditions and FmHA administrator **La Verne Ausman** on crop insurance, FmHA emergency loans and 1992 housing loans for rural families.

UPCOMING FEATURES -- **DeBoria Janifer** reports on new varieties of hollies; **Pat O'Leary** reports on lawn landscaping and **Lynn Wyvill** reports on teaching your children about food safety and nutrition.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8:

Thursdays from 7:30 - 7:45 p.m., EST, **Saturdays** from 10 - 10:45 a.m., EST, and **Mondays** from 8 - 8:45 a.m., EST.

OFFMIKE

MEETING SEASON...is underway in North Dakota, says **Larry Ristvedt** (KFGO, Fargo, N.D.) and turnout has been good for sessions about conservation tillage, wetlands and marketing. Larry says he's been keeping track of the new co-op organization in North Dakota for durum producers. The Dakota Pasta Growers Company is holding meetings across the state on its plan to build a \$43 million pasta production facility. The new plant would eliminate the need to ship the group's durum wheat out of state for processing. Next month Larry will be hosting a trip for farmers to New Zealand and Australia.

EDUCATIONAL SEMINARS...at the Ft. Wayne Farm Show & Conservation Expo, Jan. 14-16 in Indianapolis, were hosted by **David Russell** (Tribune Radio Network, Indianapolis, Ind.). Commodity marketing strategies, 1992 farm programs and making crop residue work for farmers were among the topics covered. Dave says the farm show is one of the largest in the nation.

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SIGN-UP ENDS MID-YEAR...for rights to pump groundwater in Georgia, says **Jay Oliver** (videographer, Extension Service at U. of Ga.). The state wants to know how much groundwater is being withdrawn and is using this method to determine the amount. Jay says about half the farmers in the state had signed by Jan. 1.

MOVED...**Cindy Cunningham** (KICD, Spencer, Iowa) to National Pork Producers Council, Des Moines, Iowa. **Dennis Morrice** (KMMJ, Grand Island, Neb.) to KICD. Welcome back to **Doug Wakefield** who has rejoined USDA radio staff. For the past seven years Doug operated a firm that made talking computers available to the blind.

PROGRAMMING CHANGE...at WRDJ, Daleville, Ala. **Wyatt Cox** (WRDJ general manager and farm director) says the station is now broadcasting news, talk and ag programming. The station also plans to join the Alabama Radio Network and will soon change its call letters.


VIC POWELL

Chief, Radio & TV Division